

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

Marlboro
Red

To: Mr. Claude Beck
From: V.J. Buccellato
Subject: SELECT MARKET COVERAGE

Date: December 20, 1979

Attached for your review are additional candidates for select market ROP/Supplement coverage for Marlboro Red, Marlboro Lights and Saratoga. Each of the recommended markets have achieved both unit and share increases and have been ranked by their contribution to overall brand sales.

Your thoughts would be most appreciated.

VBJ:npf
Attachment
cc: R. Fitzmaurice
H. Foster
T. Keim

JF

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